



## DON'T RISK BAKING FAILURES



There's no guesswork with Magic. It assures uniformly fine results! That's why Canada's leading cookery experts use and recommend it exclusively. Ask your grocer for a trial!

CONTAINS NO ALUM—This statement on every tin is your guarantee that Magic Baking Powder is free from alum or any harmful ingredient. MADE IN CANADA

## Motorists---Take It Easy

The highways of North America are dotted with thousands of motor cars as people travel from city to town and town to city, and as they proceed on business journeys. Each and every one of these cars is a high-powered vehicle, capable of doing almost incalculable damage unless handled with judgment and discretion. Whether you and your friends enjoy the motor trip you may be making depends not on the speed you travel, but whether you arrive safely at your destination.

In the United States last year there were almost one million motor accidents, with 36,000 deaths. The accident and death rate in Canada is almost as high, Ontario last year recording 512 deaths and 8,900 accidents which were not fatal, but many of which meant people scarred and maimed and intense suffering for hundreds.

In the driving of a car, a man reveals himself. It is the thoughtless, selfish, reckless driver that is largely responsible for the toll on the highways. What is gained if a man arrives at his destination a few seconds ahead of schedule? Why do so many men, when seated behind the wheel of a car, act like boors and leave behind them every vestige of courtesy and consideration for others?

The motor is a wonderful invention, but in the hands of a man without judgment or balance, is a terrible instrument of destruction, leaving death and maimed lives in its wake.

In the August issue of that popular little magazine "Reader's Digest" there appeared an article entitled "—And Sudden Death" which has attracted continent-wide notice and hundreds of thousands of reprints of which are being distributed throughout Canada and the United States. The only regret is that a copy cannot be placed in the hands of every person who drives an automobile. It is a gruesome recital of what automobile accidents really are, — realistic portrayal of scenes witnessed every day on the highways of this supposedly civilized continent.

The automobile, says the writer of this article, is treacherous, just as a cat is. It is tragically difficult to realize that it can become the deadliest missile. As enthusiasts tell you, it makes 65 an hour feel like nothing at all. But 65 an hour is 100 feet a second, a speed which puts a viciously unjustified responsibility on brakes and human reflexes, and can instantly turn this docile luxury into a mad bull elephant.

Collision, turnover or sideswipe, each type of accident produces either a shattering dead stop or a crashing change of direction — and, since the occupant — meaning you — continues in the old direction at the original speed, every surface and angle of the car's interior immediately becomes a battering, tearing projectile, aimed squarely at you — inescapable. There is no bracing yourself against these imperative laws of momentum.

It's like going over Niagara Falls in a steel barrel full of railroad spikes. The best thing that can happen to you — and one of the rarer things — is to be thrown out as the doors spring open, so you have only the ground to reckon with. True, you strike with as much force as if you had been thrown from the Twentieth Century at top speed. But at least you are spared the lethal array of gleaming metal knobs and edges and glass inside the car.

Anything can happen in that split second of a crash, even though lucky escapes you hear about. People have dived through windshields and come out with only superficial scratches. They have run cars together head on, reducing both to twisted junk; and been found unharmed and arguing bitterly two minutes afterward. But death was there just the same — he was only exercising his privilege of being erratic.

And every time you pass on a blind curve, every time you hit it up on a slippery road, every time you step on it harder than your reflexes will safely take, every time you drive with your reactions slowed down by a drink or two, every time you follow the man ahead too closely, you're gambling a few seconds against agony and sudden death.

There is an old legal phrase that "time is of the essence of the contract." This is not true on the highway; the reverse is true. Your duty as a driver is to bring safely home not only yourself, but your family and friends who may be travelling with you. Equally, it is your duty to do so safely your car as to no way endanger others but to allow them to likewise reach their homes in safety.

## Rebuilt By New Method

## Worn Machine Parts Made As Good As New

Fired at the speed of a rifle bullet, particles of hot metal rebuild worn machine parts by a new method. Screw heads are cut into the surfaces to be repaired and then the metal is sprayed on the grooves and ridges in such a way as to "shoot" the metal particles through a tiny hole in the nozzle at 2,700 feet per second. The rebuilt parts are smoother and polished with abrasives, giving long wear. Piston rods, cylinder walls, shafts, bearings and turbines are among the parts treated successfully. —Popular Mechanics.

There are 23 different kinds of alcohol commercially produced.



## Jubilee Week Was Busy

## King's Secretaries Replied To Over Ten Thousand Messages

Statistics just available give some indication of the work performed by His Majesty's secretaries during Jubilee week. During the period May 3 to 9 the King received 10,264 telegrams from every conceivable part of the world. Every sender of a telegram within the British Isles, no matter what his rank or station in life, had a reply sent him by His Majesty or by one of the private secretaries. Overseas messages were similarly answered, the more important by cable, but many by a personal letter from the King's secretaries or His Majesty's representative in the Dominions or Colonies.

A new metal, invented by a British firm, is lighter than aluminum, as strong as cast-iron, cheaper than brass, impervious to sea-water, and can be bent when cold. It is in use by the admiralty.

The hydrax is the nearest living relative of the elephant. It is a little animal no larger than a rabbit and is erroneously designated in the King James Bible as a coney.

All houses on the main street of Istanbul, Turkey, are red, by decree of the municipal council. On feast days they are draped in the Turkish colors.

## Worked Under Difficulties

## French Engineers Had Hard Job Building Hotels In Algeria

As the French penetrate further and further southward into the Sahara, pacifying the roving Arab tribes as they go, hotels are being erected for the accommodation of Government officials, visiting Army officers, business men and the occasional venturesome tourist. The hotels had to be taken south through the desert, in parcels. Each parcel weighed about 200 lbs., and was on camel-back. Caravan after caravan, travelling forty-five days through sands, brought to Timimoun in the far south of Algeria the many tons of windows, doors, glass, china, linen, cutlery, furniture, electrical installation and other equipment needed for the local hotel. Neither foremen nor European laborers would agree to go there, so the place was built by French army engineers, who themselves had to trace in the sand the first outline of the building because the superstitious wild Arabs of the region feared The Evil Eye, and would not have anything to do with blue-prints. They did consent to make the mud bricks, however, which form the walls, and to drag up to the site the date-palm trunks forming the roof beams and "girders of work." The rest had to come in parcels. Even the ships of the desert bringing the parcels were temperamental. They would not travel even on such good roads as were to be found along their line of route, but had to be steered over soft sandy courses. Camels suffered from bad spells of foot soreness unless allowed soft tracks.

## Drama Festival Finals

## Dates Are Set For 1936 Contests In Western Canada

Regulations covering the 1936 Dominion drama festival provide for contests in 11 regions into which Canada is divided for competition, with a final week in Ottawa beginning Monday, April 20.

Issued by J. A. Aylen, honorary secretary-general of the festival, the regulations set the following dates for English play regional festivals in western Canada: British Columbia (Vancouver), Jan. 27 to Feb. 1; Alberta (Calgary), Feb. 6, 7, 8; Saskatchewan (Saskatoon), Feb. 13, 14, 15; Manitoba (Winnipeg), Feb. 20, 21, 22.

Regional festivals for French plays will be held in Quebec City, Montreal and Ottawa on dates to be arranged and announced later.

No play performed in the finals at Ottawa in 1934 or 1935 will be eligible for presentation in 1936, the regulations set forth. As in the past the festival will be restricted to one-act plays or single self-contained scenes from longer plays which occupy not less than 20 and not more than 45 minutes.

Direction of the festival again will be in the hands of Col. H. C. Osborne, honorary director, and an executive committee. In each region a regional committee will have charge.

A government laboratory in Texas has succeeded in producing helium 99.96 per cent. pure.

## AS ETHIOPIA RALLIES TO ARMS



Men, women and even children in Ethiopia have rallied to defend their country from threat of war by Italy. In the upper photo, two women are busy making uniforms for the rapidly mobilizing army. Members of the Imperial Guard (below), carry bayonets on their guns and are products of training by imported military experts.

## Lighthouse Heroine Dead

## Madame Matelot Won Overnight Fame On Belle Isle

Mme. Matelot, heroine of marine tradition, died recently at Lorient, France. It was in 1910 Mme. Matelot (the translation of whose name is "Sailor") leaped in one agonizing night to world fame, won the admiration of mariners the world over, and subsequently the Carnegie Medal for heroism and the Legion of Honor.

Her husband was the lighthouse keeper at Kerlonis Light on Belle Isle. As he was about to set the light in motion one twilight it would not throw its warning rays across treacherous shoals.

The woman called her children and made them turn the heavy light all night while she tried to aid her husband start the machinery. When the children no longer could continue the endless grind, the mother took up the task and kept the light turning until dawn, when she collapsed as help arrived.

## Sir Herbert Robson

## Prominent Grain Merchant Dies Suddenly In England

Sir Herbert Robson, prominent grain merchant and chairman of the Baltic exchange, died suddenly in London. He was 61 years of age.

Sir Herbert was a foremost opponent of governmental measures for restriction of wheat production and control of world wheat trade.

Sir Herbert died at Malvern, Essex. He was born in Northampton in 1874.

He was a director of a number of important companies. Twenty years ago he was chairman of the chamber of commerce of Karachi, India, and a member of the Bombay legislative council.

## Used Like A Pencil

## No Pressure Required With New Tool Engraving

For engraving on gold, silver, brass, copper, aluminum and other metals as well as bakelite, catalin, ivory and hardwoods, a plug-in tool that is used like a pencil is available. No pressure is required, the operator writing or printing as with a pencil. The tool cuts rapidly with a chisel-like stroke. The powerful little motor operates on 110-volt a.c. circuits, the standard lighting current used in homes. The engraver fits the hand—Popular Mechanics.

## Times Have Changed

Back in the good old days a boy could go to a picnic and have a dandy good time on two bits. He would ride the merry-go-round a couple of times, drink a glass of red lemonade and spend the other dime for a ticket to a mineral show. But how things have changed. A boy of the same age in these fast-stepping times will spend at least \$2 or \$3, and blamed if we believe he has as good a time as the boy who took a quarter with him for his day's expenditures at a picnic.

There are 15 per cent. more earthquakes when the moon is nearest the earth than there are when it is farthest away.

## FASHION FANCIES



## Predicts Horseless London

## Ministry Of Transport Working To Ward Mechanizing System

Within five years, it is predicted, the London dray horse will be so rare in London as to be regarded as a curiosity, the streets of 1940 being practically entirely free of horses. The Ministry of Transport is hastening this condition by plans to substitute horse-drawn traffic by a completely mechanized system, and some of these plans will be carried into effect shortly.

The busiest streets in London will be closed to horse-drawn traffic in the near future by regulations soon to be issued by the department. Already there is a device operating in Oxford street between certain hours. Later an edict will be issued that horse-drawn vehicles will not be allowed in London at all after a period of from three to five years.

Under existing traffic legislation, the Minister of Transport, L. H. Belshe, has power to put an end to traffic by horse in London's streets. His department, however, has no intention of driving horses from the streets until their owners have had fair warning.

## Eastern Excursions

## Bargain Fares Offered By C.P.R. and C.N.R. For Early Autumn Trip

Popularity of early autumn bargain fares to eastern Canada last year has induced the Canadian Pacific and Canadian National railways to offer similar travel privileges in September of this year, according to an announcement by Joseph B. Parker, western secretary, Canadian Passenger Association.

This fall weather rate, attractive after the heat of summer, begins with a ticket sale from September 21 to October 4 and bears a final return limit of 45 days in addition to the date of sale. Stop-over privileges go with the tickets within a limit of the stations of Port Arthur, Armstrong and east.

Tickets will be honored in coaches, tourist or standard sleepers on payment of fare according to the accommodation desired. They will be on sale from all stations from Port Arthur, Armstrong and west, including Pacific Coast points to all stations including Sault Ste. Marie, Sudbury, Cochrane and east.

## Not Empty Handed

An Italo-Abyssinian dispute has arisen in Amsterdam—the Abyssinian, a commissioner at an Italian restaurant, gave notice that he was returning home to join the army. As he was leaving the building, the Italian proprietor noticed he was carrying a large bundle. Asked what it contained, the man replied "Revolvers." But police summoned to the scene discovered it was a quantity of the restaurant's silverware.

## Were Paid Union Rates

The attempt of a Soviet airplane to fly non-stop to San Francisco, by way of the north pole, has been postponed until the summer of 1936, it has been officially announced. The setting in of the polar night was given as the reason for the postponement.

Trade union rates of a penny per rivet were paid to Lady Kelly, wife of Admiral Sir John Kelly, and other officers' wives when they drove the first rivets into the plates of the new cruiser Aurora at Portsmouth.

A \$5,000,000 steel plant will be built at South Durham, England.

## Cleaning Railway Coaches

The latest method of cleaning railway carriages is that used by the German Federal Railways. The carriage is run into a huge airtight cylinder into which is pumped a strong disinfectant gas. The carriage remains in the gas long enough to allow it to penetrate every chink and corner, so that all bacteria are killed.

Enjoy the variety of breads it is easy to make with  
**ROYAL YEAST CAKES**



Graham Bread is both wholesome and delicious. See page 8 of the Royal Yeast Cake Book.

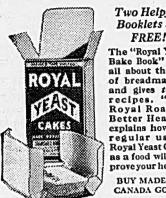


For breakfast or lunch the Tea is always welcome. See page 9, Royal Yeast Cake Book.



This buttery Dutch Apple Cake is a special treat! Recipe in Royal Yeast Cake Book, page 13.

**YEAST** must be in perfect condition if it is to leaven properly. That's why **every Royal Yeast Cake** comes to you *individually* protected by an airtight wrapping. You can depend on these famous yeast cakes for full leavening power every time. Keep a package handy in your kitchen.



**Two Helpful Booklets... FREE!**

The "Royal Yeast Cake Book" will start the art of breadmaking and gives tested recipes for all kinds of Royal Road to better eating. Send the regular use of Royal Yeast Cakes to your grocer and buy more health.

**BUY MADE-IN-CANADA GOODS**

**STANDARD BRANDS LIMITED**  
150 Yonge Street, Toronto, Ont.  
Please send me, free, the "Royal Yeast Cake Book" and "The Royal Road to Better Health."

Name \_\_\_\_\_

Street \_\_\_\_\_

Town \_\_\_\_\_ Prov. \_\_\_\_\_

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## Chinook Trading Co.

Crown Brand Syrup	5 lb. pail	.37c
Tomatoes choice quality	3 tins	.37c
Braid's Tea	1 lb. pkt	.42c
Gem Fruit Jars	dozen quart size	\$1.39
Salmon, Blue Crest Brand	2 tall tins	.25c
Paulin's Peerless Sodas	1 lb. pkt	.19c
Vinegar	Saturday only Spcl gal.	.69c
LARD	pure	.29c
Witch Hazel Toilet Soap	4 cakes	.19c

Pickling Spice, Whole Cloves, Whole Cinnamon, Celery Seed, Mustard Seed, Turmeric, etc., Always in stock.

**A full line of preserving fruit on hand. Get our prices before buying.**

## Posting up our low prices on HIGH QUALITY Goodyear Pathfinders

Size 30 x 3½	<b>6.00</b>	Size 4.75 x 19	<b>10.50</b>
Size 4.40 x 21	<b>8.50</b>	Size 5.00 x 19	<b>11.25</b>
Size 4.50 x 21	<b>9.50</b>	Size 5.00 x 20	<b>11.50</b>

Other sizes equally low-priced

Here, for all to see, is one of the biggest tire bargains we have ever offered. It is a bargain, not because the prices are lowest, but because the Goodyear Pathfinder is a HIGH QUALITY tire—giving long and good service. Come in and see these tires. Let us tell you more about them.

Cooley Bros.

Chinook, Alta. Phone 10



### MARKING THE RIVERS

The ladies' Cat Club resumed its weekly meetings Tuesday evening at the home of Mrs. Clarence Petersen. Honors were shared by Mrs. Massey and Miss Marjorie Lee. The hostess for next Tuesday will be Miss Lee.

Miss K. F. Kaine is the President for the ensuing year, and Mrs. E. C. Pfeiffer Sec.

The "Friendly Circle" met Thursday of last week at the home of Mrs. Jas. Young. Fifteen members and visitors were present. A most enjoyable time was spent.

Members of the Chinook W. I. attended the Constituency Conference held at Cereal Thursday.

### ONTARIO'S WHEAT CROP

Ontario has finished harvesting her wheat crop and the total is estimated at 13,265,000 bushels compared with 6724,000 bushels last year. The crop was expected to yield more than it did this year but rust and dry weather late in the season, preventing heading, cut the yield. The total yield is about a ninth of what Alberta expects to harvest this year. Last year's crop failure in Ontario made necessary the importations of soft wheat from Britain.

### Local News

Born—To Mr. and Mrs. Henry Beach (nee Dorothy Neff) Hanna. August 25th, a son.

Mr. and Mrs. Ed Neff, Dixie and Bobbie of Kelowna B.C., who were visiting with Mr. and Mrs. C. E. Neff, of Hanna, spent Wednesday of last week at the home of Mr. and Mrs. J. C. Purple.

Miss Moira McCulloch, of Scotfield visited last week with Miss Irene Shier.

Mr. and Mrs. Chapman and daughter Miss Lorna who have been visiting with relatives for the past week at Edmonton and Wildwood, also spent two days at Edmonton Beach, returned Monday.

Mrs. Walker the new teacher for the Swan School arrived Saturday.

Mrs. K. N. Myhre who has been visiting for some months with her daughter Mrs. Flater, of Brooks, returned to her home here Monday.

Mr. and Mr. W. S. Lee and Mr. and Mrs. A. V. Youell motored to Calgary Saturday

Mr. Allen of Vancouver arrived in Chinook last week and will visit for a time with his three sons.

Mr. and Mrs. S. Meeres and little son Murray, returned Saturday after having been away during the two vacation months. Mr. Meeres attended Summer School at Edmonton while Mrs. Meere and Murray visited with relatives at Sylvan Lake.

The Chinook Consolidated School re opened on Tuesday, September 3, with all four teachers present. Mr. Meeres principal, teaching grades X, XI & XII, Miss Johnston grades VII, VIII & IX, Miss Jensen grades IV, V & VI, and Miss Kane, the Primary Room.

Mr. and Mrs. Jas. Peyton and Grace O'Malley motored to Calgary Saturday.

Mrs. J. Gaw and family of Trail B.C., and Mrs. J. Arnold and family, of Bowden, are visiting at the home of their sister, Mrs. Lloyd Robinson,

Miss Dorris Marcy has returned to the Hilmartian school where she taught last year.

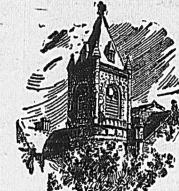
Miss Ethel Young has resumed her duties as teacher at Collholme school, having taught there last year.

Miss Duff, of Calgary, is again teaching at Myrtle school

Gus Cook and Happy Milligan were Drumheller business visitors on Tuesday.

Miss Joan Bayley spent the holiday on Monday with her parents on the farm.

Miss Johnston, of Calgary, who was engaged as teacher for Chinook school arrived Monday.



### CHINOOK UNITED CHURCH

Sunday, August 18  
Sunday School 10:30 a.m.

Rev J. W. Smiley  
Pastor

### CHINOOK MARKET PRICES

WHEAT	.....
Northern.....	\$1.65
OATS	.....
2C. W.....	\$2.22

Car of Block Wood Just  
Arrived  
M. L. CHAPMAN .. Chinook

### CHEESE AND BUTTER OUTPUT

In every year since 1925 the Canadian factory cheese output has moved downwards, losing ground in favour of butter production. While cheese production figures for the first six months of 1935 are not complete says the report on the dairy situation in Canada by the Agricultural Branch of the Dominion Bureau of Statistics, some indication of what is taking place may be determined from the June production in Prince Edward Island, New Brunswick, Quebec, Ontario and British Columbia. The combined production of cheese in these five provinces amounted to 16,300,165 pounds, as compared with a creamery butter output of 25,123,101 pounds. In the province of Quebec there was a decline of 14.1 per cent in the 1935 June production of cheese in 1934, and a reduction of 14.7 per cent for the first 6 months of 1935.

In Ontario the diversion of milk from cheese factories to creameries still continues, suggesting that a further reduction in the cheese output may be expected in 1936. In order to prevent the creation of surplus butter stocks the Dominion Government has made available a fund of \$1,000,000 to be used as a bonus payment to farmers delivering their milk to cheese factories. Payment on the basis of 11 cents a pound is to be made in August 1935, covering the July production. These payments will increase the revenue of cheese patrons and be an inducement to deliver milk to the cheese factories instead of to creameries. It is expected that there will be a reduction in the quantity of creamery butter to be manufactured in the next five months.

### MARKETING AND RESEARCH

The question as to how the individual farmer will benefit by marketing research is easily answered. Take a simple example the case of an apple producer who may have several sources from which to select his method of sale. The country dealer or shipper, the commission merchant in the city, the trucker-dealer who buys outright on the farm, the nearest public market, the local store, the local co-operative association, and the exporter.

These factors constitute the outlets for the apples that this particular farmer produces. Marketing research would help this producer to select that method of sale which has returned the higher average price of apples over a period of years to the producers in his community. The location of his farm with respect to consuming centres, would, of course, influence the price obtained from these various agencies. Therefore marketing studies to determine the grade, the variety, or varieties, the size and type of containers which command the highest prices from the jobber, the retailer and the consumer, are of vital interest to the individual farmer and are merely some of the many items made practicable in daily life on the farm through the work of the Dominion Department of Agriculture and other agencies engaged in marketing and agricultural research.

### THE CHINOOK ADVANCE

Published by Mrs. M. C. Nicholson every Thursday afternoon from The Advance Building, Main Street, Chinook, Alberta, and entered in the post office as second class mail matter.

The subscription rates to The Advance are 25c per copy in Canada and \$2.00 outside of Canada.

The transient advertising rates in The advance are—display, 40c per inch for first week and 30c for each succeeding week, providing no change is made. For heavy composition an extra charge is made for first week. Reading notices, 10c per copy. Legal advertising, 15c per cent. Line for first week and 10c for each succeeding week. Cards of thanks, \$1.00.

Advertisements under this heading are charged at the rate of 50c for 25 words or less per week, with 10c for each additional 5 words. Three weeks' price for the price of two.

All letters addressed to the editor for insertion in The Advance must be brief and to show bona fides of the writer. Publication in all cases is subject to the judgment of the Publisher. We do not necessarily coincide with views expressed.

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### HOME DRYING OF FRUITS

Drying or dehydration as it is called, of fruits and vegetables is a process by which moisture is removed from food so that deleterious organisms will not grow. The flavour is somewhat changed in drying and the vitamin value destroyed, by long exposure to the oxygen of the air. Therefore, says the circular just issued by the Dominion Department of Agriculture on home drying of fruits and vegetables, drying should be used as a method of home preservation only when home canning is not practical. There are three methods of drying, namely, sun drying, drying by artificial heat, and drying by air blast. Good material must be used to obtain good results, and the advantage of drying lies in the fact that less storage space is reduced to almost one-quarter and that dried products may be stored indefinitely without danger of spoilage. In the cooking of dried fruits and vegetables, it must be remembered that the water which has evaporated from them must be restored. The dried fruit or vegetables to be cooked should be soaked overnight in about four times as much water as the bulk of the dried product. They should be cooked in the water in which they have been soaked, using a clean saucerman and allowed to simmer for a long time. Sugar should not be added until the fruit is nearly cooked. In this way the flavour is better, and less sugar is required. These, and many other directions, will be found in the circular.

### Chinook W. I. Meeting

The regular meeting of the Chinook Women's Institute was held at Mrs. Allen's home on Thursday, August 29.

Mrs. Allen was appointed delegate at the Constituency Conference to be held in Cereal on Thursday, September 5.

The sum of \$15.00 was donated to the School Fair, to be distributed as follows: \$9.00 general fund; \$3.00 first prize, \$2.00 second prize and \$1.00 third prize for the school giving the best exhibition of part singing.

Mrs. Milligan gave some splendid papers under the program on "Child Welfare and Public Health".

### NOTICE

A new library of Books is in, and available to all at Miss Otto's office. This library is sponsored by the Women's Institute and is free to all.